



MANIFEST
MAGIS

– THE CAMPAIGN FOR REGIS UNIVERSITY –

Messaging Guide

The Concept

Regis University is the home of leaders forging new frontiers at the intersection of faith, reason and culture. We are anything but ordinary. *Manifest Magis* is our bold statement as a testament to a rich legacy rooted in mission and a commitment to being and doing more. It follows logically from our Jesuit Catholic identity.

An ordinary education prepares students for a changing world. A Regis education – with its distinctive, experiential, service-oriented approach – shapes resilient, forward-thinking change agents ready to do more in the best sense for our global community.

For the last several fiscal years University Advancement has been in the silent phase of a \$150 million-dollar campaign. **As we approach our exciting public launch with critical support to fulfill our potential, this is a pivotal moment.** Simply put, our moment is NOW.

The Concept

(continued)

For students, faculty and staff, *Manifest Magis* emphasizes that here, the future is what we make of it. We are positioned to shape our world, both in the classroom and as intentional members of society.

The word “manifest” speaks loudly to alumni and donors. It embraces an exciting call to participate, to display pride and enthusiasm in building this vision of a greater tomorrow by giving through Regis.

For the wider community, this theme is both a pledge and a promise. Regis University as an institution is moving forward in changing our shared world for the better, propelled by a history of the spirit of helping others.

Positioning “more” as the keystone of our future is not just a directive to act but a reminder to embody the very ideals of Magis and Contemplatives in Action. We will change the world for the better, propelled by our Jesuit heritage. More is a place we manifest – a vision we create – through embodiment of our values and campaign priorities.

The “Why”

Who We Are

Regis University Mission

As a Jesuit Catholic University, Regis seeks to build a more just and humane world through transformative education at the frontiers of faith, reason and culture.

Key Values

- Cura Personalis
- Magis
- Men and Women For and With Others
- Unity of Mind and Heart
- Contemplatives in Action
- Finding God in All Things

University Advancement Mission

We build lifelong relationships to inspire philanthropy, advancing Regis University's sacred mission.

Campaign Overview

Premise

At its core, *Manifest Magis* is a call to bring our vision for the world to life.

Position

The moment for our future is NOW.

Audiences

Current and prospective donors, alumni, foundations, corporations, University leadership, faculty and staff.

Tone

Bold and innovative, optimistic yet pragmatic, inclusive and engaging.

Focus

People- and impact-centered for the long-term.

Strategy

Share the Regis story, identify and generate emotional responses that inspire engagement and action.

Promise

We will change the world for the better, propelled by our Jesuit heritage. More is a place we manifest - a vision we create - through embodiment of our values and campaign priorities.

Call to Action/Objective

Give
Attend Events
Engage
Volunteer
Share Regis news and social posts with others

Non-transactional: Regis University seeks partners who share our vision and passion.

Editorial Style

The theme for this campaign is *Manifest Magis*.

When used in running text, the campaign theme should always be *italicized*. Campaign communications should follow the standard Regis University writing style guide found at one.regis.edu/marcom.

The narrative tone (personality and voice) established for the campaign is innovative, bold, optimistic, pragmatic, inclusive and engaging.

Action verbs work best to emphasize emotion in this tone (i.e. create, define, innovate, imagine, empower, transform).

Capitalize *The* when using the entire phrase The Campaign for Regis University. When referring simply to the Campaign, capitalize only the C (as in “by supporting the Campaign”).

Editorial Style

Headlines and Taglines

Manifest Magis can function as a headline or it can be at the bottom of your text, with a headline related to your department or the subject of the page. It can be an actionable phrase or even its own call-to-action. ("You too, can *Manifest Magis*.")

The Campaign for Regis University should accompany the logo wherever possible. In instances where the tagline would appear too small or take up too much room, it is okay to separate and instead use within text. (*Manifest Magis: The Campaign for Regis University is a comprehensive campaign focusing on...*)

Avoid: Using your own tagline outside of the approved ***Manifest Magis*** and The Campaign for Regis University.

Social Media: The Campaign hashtag is #ManifestMagis

Campaign Priorities

Overview: Building on Strengths

The four overarching priorities are defined broadly by the following:

Achieving More Through Scholarship

Faculty Research

- We place education first in all that we do.

Uniting More Through Service

Community and Service

- We are the Jesuit Catholic University at the heart of the Rocky Mountain West.

Transforming More Through Opportunity

Student Success

- We rise to the moment for excellence in the Regis experience of today.

Creating More Through Purpose

Capital Projects

- We invest in and build upon the foundations of our past.

Campaign Priorities

#1: Achieving More Through Scholarship

Faculty Research

We place education first in all that we do.

We are committed to attracting the best and brightest minds. Our faculty are prolific scholars and thinkers, intellectuals engaged in ground-breaking work, exemplary teaching practices, and deep reciprocal community relationships.

Together, they forge a powerful combination of values-based academic life that radiates throughout the Regis University experience. By prioritizing academic scholarship in its various forms, we express our shared commitment to excellence in higher education.

We value our deep faith commitment to honor the whole person – mind, body and spirit – to make a positive impact in a changing society. We value the people who come together to make this place truly exceptional. Your support spurs collaboration, expands knowledge and develops a community of scholars in a place where their aspiration has no boundaries.

Campaign Priorities

#2: *Uniting More Through Service*

Community and Service

We are the Jesuit Catholic University at the heart of the Rocky Mountain West.

There is an energy that is felt in seeking to find a deeper connection to our greater shared experiences. The Jesuit commitment embodies a spirit of giving and supporting those in need. We have been called upon to approach diverse challenges and embrace creative solutions as part of a global society, transforming individuals and communities in solidarity with others.

An important component to making a difference in our world is providing programs and honoring a commitment to service that builds and strengthens the experience of faith. Establishing partnerships to provide access, assist the marginalized and increase the reach of our greater Regis community ensures that we honor and live our values in all that we do.

Your gifts enable our graduates to become the best version of themselves by becoming men and women for and with others. Your support is a testimony that embodies the spirit of giving at its core while allowing us to commit to thoughtful reflection and act on solutions.

Campaign Priorities

#3: *Transforming More Through Opportunity*

Student Success

We rise to the moment for excellence in the Regis experience of today.

Our students are drawn to Regis because here, they will grow as leaders and global citizens in a place that champions values in action. Here, they are taken on a deeply personal journey, building lifelong relationships that foster talent and equip them for success. We are committed to facilitating positive opportunities that create lasting memories.

In an economic climate that creates societal challenges and boundaries to education, philanthropic generosity ensures that we are poised to support students whose promise seems boundless. The new normal facing the world is fluid and unpredictable. We are preparing the leaders of tomorrow to face the world's challenges head on with persistence, determination and innovation.

We value access. Philanthropy is critical to unlocking student potential, by increasing scholarships that help close the financial gap and encourage academic ambitions. The very act of giving is a vote of confidence and sets an example for others to join in a transformative momentum for Regis.

Campaign Priorities

#4: Creating More Through Purpose

Capital Projects

We invest in and build upon the foundations of our past.

We have arrived at an important moment in Regis University's history. Where we are would not exist without a purposeful vision to build and expand the institution over the course of time. We know that students today and for years to come will increasingly depend on flexible, technology rich learning spaces. This allows us to match our pedagogy to the learning environment. Our classrooms must honor the strength of our Jesuit values, the innovation of our faculty and the aspirations of our students.

We believe that a culture of intellectual excellence depends, in part, on an innovative infrastructure. Forward-thinking facilities enrich the lives of our students, support the research and work of our faculty, and play a critical role in achieving their personal and professional goals to make progress possible.

Today's investment in capital support allows Regis to plan and prepare for the needs of tomorrow. Supporting this strategic design for our future guarantees our progress and place as a leader in today's world.

Why Give?

By giving through Regis University to one of our priorities, you are supporting faculty, students, initiatives and our community as we advance our common goal of a world that works for everyone.

From scholarship programs opening doors to academic aspirations to critical community partnerships and so much more, your gift supports a Jesuit Catholic education dedicated to making an impact on others.

When you invest in Regis, you make a difference for our University, community and the world. Your gifts enable us to be and do more. Those who pursue Magis do so seeking excellence and a personal mission to “go forth and set the world on fire.” This is a profoundly personal and meaningful decision.

Join us in living our mission as we achieve, unite, transform and create.

We are *Manifesting Magis*. **Today. Tomorrow. Always.**

Key Messaging Points

- **We place education first in all that we do.** Our faculty are prolific scholars and thinkers, intellectuals engaged in ground-breaking work, exemplary teaching practices, and deep reciprocal community relationships. Donor support enriches the educational experience and develops promising scholars in a place where their aspirations have no boundaries.
- **We are the Jesuit Catholic University at the heart of the Rocky Mountain West.** Your gifts enable our students and our graduates to become the best version of themselves by becoming men and women for and with others.
- **We rise to the moment for excellence in the Regis experience of today.** We value access. Here, students can explore their academic passions in a place where increased scholarships open doors as part of a community that builds lifelong relationships.
- **We invest in and build upon the foundations of our past.** Supporting this strategic design for our future guarantees our progress and place as a forward-thinking leader in today's world.

Our Proof Points

We confirm the value of *Manifest Magis* and the spirit of this campaign by providing proof points that support the four overarching priorities. These serve to reassure donors while further cementing the reason, need and goal for the work we do.

- **Student Success Stories:** We provide access to educational opportunities in an intellectual community that allows the whole individual to thrive.
- **Alumni Success Stories:** We educate and develop thought-leaders who are inspiring change in our world and global community. Our graduates improve the job market and leave a mark wherever they go that is distinctly Regis.
- **Donor Profiles:** Our donors are our champions, partnering with the Regis University vision to make possibility an intentional reality. Their support improves our present and our future, creating powerful advocates and ambassadors.
- **Community Highlights:** We embrace our community partnerships and welcome the marginalized to join together in reflection and action for greater social impact.

“Lord, teach me to be generous,
To serve you as you deserve,
To give and not to count the cost.”
-St. Ignatius of Loyola

Questions about this document may be directed to:

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